

Gum in Austria

Market Direction | 2023-11-23 | 20 pages | Euromonitor

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Report description:

After low demand during the pandemic years, gum sales were up in 2023, after experiencing a revival in 2022. The relaxation of COVID-19 restrictions and the reduced incidence of wearing masks pushed up demand for chewing gum in 2023. Gum is mainly consumed out of the house. Therefore, the fact that mobility was picking up again in the country after being extremely limited during the COVID-19 crisis benefited gum sales. Chewing gum remains the dominant product, generating a significant majority o...

Euromonitor International's Gum in Austria report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Bubble Gum, Chewing Gum.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Gum market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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